



LOBBYING 101

Before:

- Do your homework.
- Determine who should attend.
- Craft “ask” and talking points (simple and to the point).
- Prepare your “leave-behind.”
- Practice.

During:

- Arrive early.
- Introduce yourself.
- Make a personal connection.
- Present talking points.
- Make ask.
- Stay “on message.”
- Have your facts straight.
- Ask if there is other support to provide.
- If you don’t know, say so and ask to follow up.
- Say “Thank you.”

After:

- Note what you learned.
- Follow up and say thank you again!
- Report back to anyone relevant.
- Hold accountable.

DO NOT:

- Go “off-message.”
- Make threats or become emotional.
- Be late.
- Get too comfortable.
- Forget to follow up.
- Take it personally.
- Stretch the truth or guess based on memory.
- Count someone out if you don’t align on this particular issue, they may be your ally on the next!

